

**INFOTAB**

International Tobacco Information Center  
Centre International d'Information du Tabac

I N F O T A B

BOARD OF DIRECTORS MEETING

BRUSSELS

APRIL 12, 1983

2025013657

BOARD OF DIRECTORS MEETING

Brussels, April 12, 1983

A G E N D A

09.00-09.15		Chairman's opening remarks and review	V.A. Brink
09.15-09.30	1	Minutes of Board Meeting, November 1 & 2, 1982	V.A. Brink
09.30-10.00	2	Report from Secretary General B.C. Simpson  2.1. Overview of International Developments  2.2. Projects  2.3. Information Services  2.4. 1982 Financial Statements and Audit	
10.00-10.15		Coffee Break	
10.15-11.30	3	Plans and proposals for future activities	B.C. Simpson  3.1. Social Acceptability  3.2. Regional Co-ordination  3.3. Planning for Winnipeg  3.4. 1983 Annual Workshop  3.5. Membership  3.6. 1st Revised 1983 Budget and contributions
11.30-11.45	4	Annual Dues	B.C. Simpson
11.45-12.30	5	The credibility issue  5.1. Media Relations	R.L.O. Ely
12.30-14.15		Luncheon	

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14.15-15.00	6	Discussion on INFOTAB's objectives	B.C. Simpson
		6.1. National	
		6.2. International	
		6.3. Strategic	
15.00-15.30	7	Resignation from the Board and appointment to fill the vacancy	V.A. Brink
	8	Chairing Company Handover	V.A. Brink
	9	Arrangements for next Board Meeting and 1983 Annual Meeting	A.M. Reid
15.30-15.45	10	Any other business	
		End of meeting	

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BOARD OF DIRECTORS MEETING, APRIL 12, 1983

## PARTICIPANTS

Mr. C.H. Stewart Lockhart	BAT
Mr. E.A.A. Bruell	
Mr. R.L.O. Ely	
Mr. A.M. Reid	IMPERIAL
Mr. A.J. Collingridge	
Mr. T.C.H. King	
Mr. R.W. Murray	PHILIP MORRIS
Mr. A. Holtzman	
Mr. A. Whist	
Dr. H. Wiethüchter	REEMTSMA
Mr. C. Vogel	
Mr. E.A. Horrigan, Jr.	R.J. REYNOLDS
Mr. C.A. Tucker	
Mr. R.J. Marcotullio	
Mr. V.A. Brink (Chairman)	ROTHMANS
Mr. T.M. van Gorkom	
Mr. R.A.D. Egerton	
Mr. F.J. Jamet	BURRUS
Mr. B.C. Simpson	SECRETARIAT
Ms. A. Corti	
Mr. D.K. Hoel	SHOOK, HARDY & BACON

Mr. H.G. Verkerk SECRETARIAT

An apology has been received from Mr. H. Cullinan

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BOARD OF DIRECTORS

ROTHMANS	Mr. V.A. Brink (Chairman) Mr. T.M. van Gorkom
BAT	Mr. C.H. Stewart Lockhart Mr. E.A.A. Bruell
IMPERIAL	Mr. A.M. Reid Mr. A.J. Collingridge
PHILIP MORRIS	Mr. H. Cullman Mr. R.W. Murray
REEMTSMA	Dr. H. Wiethüchter
R.J. REYNOLDS	Mr. E.A. Horrigan, Jr. Mr. C.A. Tucker

ADVISORY GROUP

BAT	Mr. R.L.O. Ely
IMPERIAL	Mr. T.C.H. King
PHILIP MORRIS	Mr. A. Whist
REEMTSMA	Mr. C. Vogel
R.J. REYNOLDS	Mr. R.J. Marcotullio
ROTHMANS	Mr. R.A.D. Egerton

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Middle East Working Group

Mr. T.J. Pierton\* (INFOTAB)  
Mr. M. Cannon (BAT)  
Mr. N. Chilton (Brown & Williamson)  
Mr. K.I. Ferguson (Philip Morris)  
Mr. G. Hankins (BAT)  
Mr. R. Howes (Reemtsma)  
Mr. W. Moore (Rothmans)  
Mr. L. Morgan (Gallaher)  
) Mr. D. Mylonas (R.J. Reynolds)  
Mr. M. Scott (BAT)  
Mr. J-C. Skawronski (Philip Morris)  
Ms. T. Wells (Philip Morris)

EEC Stand-by Group

Mr. B.C. Simpson\* (INFOTAB)  
Mr. W. Dembach (R.J. Reynolds)  
Mr. T.C.H. King (Imperial)  
Mr. J. Martens (Rothmans)  
Mr. A. Napier (Philip Morris)  
Mr. C. Schlunk (BAT)  
Mr. C. Vogel (Reemtsma)

\* Chairman

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PROJECT TEAMS

Project Number

1	Mr. M.J. Leach* Mr. P.H.R. Mercer Mr. T.J. Picton	(BAT) (Imperial) (INFOTAB)
2	Completed	
3	Mr. T.C.H. King* Mr. R.A.D. Egerton Mr. R.M. Corner	(Imperial) (Rothmans) (Philip Morris)
4	Mr. T.J. Picton* Mr. M. Winokur	(INFOTAB) (Philip Morris)
5	Completed	
6	Completed	
7	Mr. R.J. Marcotullio*	(R.J. Reynolds)
8	Completed	
9-12	Dr. E. Brückner*	(Verband der Cigarettenindustrie)
13	Mr. P.M. Schuler* Mr. R. Higgs	(R.J. Reynolds) (Rothmans)
14	Mr. P.M. Bingham*	(BAT)
15	Completed	
16	Completed	
17	Mr. R. Wartena* Mr. I. Sargeant Dr. H. Wieckmann	(Rothmans) (Philip Morris) (Reemtsma)
18	Ms. A. Corti*	(INFOTAB)
19	Mr. H. Verkerk* Dr. E. Brückner  Mr. R.M. Corner Mr. R.L.O. Ely Mr. G.C. Hargrove Mr. D.K. Hoel  Mr. W. Kloepfer Mr. J. LaRivière	(INFOTAB) (Verband der Cigarettenindustrie) (Philip Morris) (BAT) (Consultant) (Shook, Hardy & Bacon) (Tobacco Institute) (Canadian Tobacco Manufacturers' Council)

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20 Ms. A. Corti\* (INFOTAB)  
21 Ms. A. Corti\* (INFOTAB)  
(Author: EIU)

\* Project team leader

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#### ASSOCIATE MEMBERS

F.J. BURRUS S.A.	Lausanne, Switzerland
LIGGETT GROUP INC.	Montvale, U.S.A.
RINSOZ & ORMOND S.A.	Vevey, Switzerland
J.L. TIEDEMANNS TOBAKSFABRIK	Oslo, Norway

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ALLIED MEMBERS

NATIONAL MANUFACTURERS' ASSOCIATIONS

EUROPE

BELGIUM	Brussels	Fédération Belgo-Luxembourgeoise des Industries du Tabac (FEDETAB)
DENMARK	Copenhagen	Tobaksindustrien
FINLAND	Helsinki	Finnish Tobacco Manufacturers Association
FRANCE	Paris	Association de Fournisseurs Communautaires de Cigarettes (AFCC)
GERMANY	Hamburg	Verband der Cigarettenindustrie
GREECE	Athens	Association of the Greek Tobacco Industries
IRELAND	Dublin	Irish Tobacco Manufacturers' Advisory Committee
NETHERLANDS	Amsterdam	Stichting Sigarettenindustrie
NETHERLANDS	Rotterdam	Stichting Nederlandse Kerftabakindustrie
NORWAY	Oslo	Tobaksfabrikernes Landsforening
SWITZERLAND	Fribourg	Association Suisse des Fabricants de Cigarettes (ASFC)
UNITED KINGDOM	London	Tobacco Advisory Council (TAC)

NORTH AMERICA

CANADA	Montreal	Canadian Tobacco Manufacturers' Council (CTMC)
U.S.A.	Washington	The Tobacco Institute

AUSTRALIA & NEW ZEALAND

AUSTRALIA	Melbourne	Tobacco Institute of Australia Ltd.
NEW ZEALAND	Auckland	Tobacco Institute of New Zealand

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AFRICA & MID-EAST

NIGERIA	Lagos	Tobacco Advisory Council of Nigeria (TACON)
ZIMBABWE	Harare	Tobacco Industry Council

LATIN AMERICA

BRAZIL	Rio de Janeiro	Associação Brasileira da Indústria do Fumo (ABIFUMO)
COSTA RICA	San José	Instituto Costarricense del Tabaco
GUATEMALA	Guatemala City	Gremial de Fabricantes de Cigarillos
PANAMA	Panama	Asociación de Fabricantes de Cigarillos
URUGUAY	Montevideo	Asociación de Fabricantes e Importadores de Tabacos y Cigarillos

ASIA

MALAYSIA	Kuala Lumpur	Council of Malaysian Tobacco Manufacturers
SINGAPORE	Singapore	Tobacco Manufacturers & Importers Association of Singapore

LEAF GROWERS

UNIVERSAL LEAF TOBACCO CO.	Virginia, U.S.A.
THORPE & RICKS INC.	North Carolina, U.S.A.

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OTHER NATIONAL MANUFACTURERS' ASSOCIATIONS

ARGENTINA	Buenos Aires	Camara de la Industria del Cigarillo
HONG KONG	Hong Kong	The Hong Kong Tobacco Industry Association

LEAD COMPANIES

EUROPE

MALTA	Valetta	Central Cigarette Co. Ltd. (Rothmans)
CYPRUS	Nicosia	Carreras of Cyprus Ltd (Rothmans)

AFRICA

GHANA	Accra	Pioneer Tobacco Co. Ltd. (BAT)
KENYA	Nairobi	BAT Kenya Ltd.
MALAWI	Blantyre	BAT Malawi Ltd.
MAURITIUS	Port Louis	BAT Mauritius Ltd.
SIERRA LEONE	Freetown	Aureol Tobacco Co. Ltd. (BAT)
SOUTH AFRICA	Cape Town	Rupert International (Pty.) Ltd. (Rothmans)
ZAIRE	Kinshasa	BAT Zaire SARL
ZAMBIA	Lusaka	Central Cigarette Manufacturers Ltd. (Rothmans)

LATIN AMERICA & CARIBBEAN

BARBADOS	Bridgetown	BAT Barbados Ltd.
CHILE	Santiago	Cia. Chilena de Tabacos SA (BAT)
ECUADOR	Quito	Fabrica de Cigarillos el Progresso SA (R.J. Reynolds)

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EL SALVADOR	San Salvador	Cigarreria Morazan SA de CV (BAT)
GUYANA	Georgetown	Demerera Tobacco Co. Ltd. (BAT)
HONDURAS	San Pedro Sula	Tabacalera Hondurena SA (BAT)
JAMAICA	Spanish Town	Cigarette Company of Jamaica Ltd (Rothmans)
MEXICO	Monterrey	Cigarerra La Moderna SA (BAT)
NICARAGUA	Managua	Tabacalera Nicaraguense SA (BAT)
SURINAM	Paramaribo-Zuid	BAT Co. Ltd.
TRINIDAD	Port of Spain	West Indian Tobacco Co. Ltd. (BAT)
VENEZUELA	Caracas	Tabacalera Nacional CA (Philip Morris)

ASIA

BANGLADESH	Dhaka	Bangladesh Tobacco Co. Ltd. (BAT)
INDIA	Calcutta	Cigarette Manufacturers Association (BAT)
INDONESIA	Jakarta	P.T. BAT Indonesia
PAKISTAN	Karachi	Premier Tobacco Industries (Philip Morris)
PHILIPPINES	Metro Manila	La Suerte Cigar & Cigarette Factory (Philip Morris)
SRI LANKA	Colombo	Ceylon Tobacco Co. Ltd. (BAT)

PACIFIC

FIJI	Suva	Central Manufacturing Co. (Rothmans)
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ITEM 1

MINUTES OF BOARD OF DIRECTORS' MEETING, NOVEMBER 1-2, 1982

The enclosed draft minutes were circulated to the Board for approval with covering memo of December 23, 1982.

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December, 1982

6/2/83  
C.P. 12/13

INFOTAB

MEETING OF THE BOARD OF DIRECTORS

MONTE CARLO

November 1 and 2, 1982

DRAFT MINUTES

present:

Mr. V.A. Brink (Chairman)  
Mr. T.M. Van Gorkom  
Mr. C.H. Stewart Lockhart  
Mr. E.A.A. Bruell  
Mr. A.M. Reid  
Mr. A.J. Collingridge  
Mr. H. Cullman  
Mr. R.W. Murray  
Dr. H. Wiethüchter  
Mr. C.A. Tucker  
  
Mr. R.A.D. Egerton  
Mr. R.L.O. Ely  
Mr. A. Holtzman  
Mr. T.C.H. King  
Mr. R.J. Marcotullio  
Mr. L.W. Pullen  
Mr. C. Vogel  
Mr. A. Whist  
Mr. D.K. Hoel  
Ms. M.W. Covington  
Mr. B.C. Simpson  
Ms. A. Corti (Secretary)

CHAIRMAN'S OPENING REMARKS

1. The Chairman, Mr. Vernon Brink, opened the meeting at 9.00 am. He welcomed the participants and recommended that Ms. Antonietta Corti act as Secretary to the meeting. This was agreed.

ITEM 2: ELECTION OF NEW BOARD MEMBER

2. Following his nomination, Mr. Tony Collingridge was formally elected by the Board as the second Imperial representative.

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3. Mr. Brink expressed the Board's deep regret on the death of Mr. Colin McCay and recalled the latter's useful contributions to the Board. He extended the Board's condolences to members of Imperial and will prepare and dispatch, on behalf of the Board, an appropriate letter to Mrs. McCay.
4. Turning to the Agenda, the Chairman congratulated and thanked the Secretary General for having further limited preparatory documents for the meeting to the most important issues.
5. He suggested allowing sufficient time to discuss regional co-ordination, in particular in relation to Latin America, and proposed devoting some time to discussion on European matters, deferring the review of the Secretariat Budget (point 4.5 on the Agenda) to the following day if necessary.
6. Mr. Brink then introduced the session and listed items suggested by members, to be discussed during the meeting.
  - 6.1 Operational mode and budget of the Middle East Working Group.
  - 6.2 Functional relationship of the Advisory Group to the Secretariat.
  - 6.3 Social acceptability.
  - 6.4 Taxation.
  - 6.5 10-Nation Study.
  - 6.6 Coverage of WHO.
  - 6.7 Assistant Secretary General.

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7. No further subject matters were put forward.

ITEM 1 - MINUTES OF MEETING OF BOARD OF DIRECTORS  
- APRIL 2, 1982

8. All companies having given their approval, the minutes were agreed.

ITEM 3 - REPORT FROM THE SECRETARY GENERAL

3.1 Overview of international issues and developments

9. Ms. Mary Covington summarised the overview of international issues and developments, pointing out that no major new developments had taken place on the WHO scene.
10. She highlighted the major events due to take place in the coming years, as well as issues expected to gain prominence.
11. She reported that FAO is apparently not pursuing its contribution to the planned joint tobacco study and is apparently supporting two tobacco growing projects in Tanzania.
12. She mentioned that a proposal to organise a symposium on the general subject of increasing the productivity and profitability of the small farmer will be submitted to the Advisory Group for consideration.
13. Mr. Kit Stewart-Lockhart, reporting on the Commonwealth Institute meeting, concluded that selected industry participation can yield positive results.

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14. The Secretary General continued with her overview. She highlighted a report commissioned by the European Commission, which apparently raises the "social cost" issue, and she proposed that a critique be channelled through to appropriate circles. She also mentioned a complaint brought to the Commission concerning provision in the Irish Government's regulations on tobacco advertising, which allows the Government to ban imports of magazines containing tobacco ads.
15. There followed a discussion about an apparent shift from social acceptability to "excessive" taxation (based on an alleged health factors) as the area in which the industry is coming under heaviest pressure.
16. The Chairman concluded that, contrary to the opinion expressed in the written report (3.12), pressures in industrialized countries had not eased.

### 3.2 INFOTAB achievements

17. Following discussion, and for purposes of clarification, it was agreed that in the second paragraph of 3.2, the word "considerations" be deleted and the word "attitudes" be substituted in its place.
18. Ms. Covington presented highlights of her report, pointing out that the recent workshop revealed that positive effects of INFOTAB appeared even more significant than mentioned in her report.
19. Mr. Charles Tucker mentioned that although, as stated in the Binder, the bills on rotational warning labels had not been passed in the U.S., this issue was expected to be raised again.

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3.3 Expansion of membership

20. The Secretary General commented on her report and pointed out that the response of candidates approached so far had been excellent. She gave details as to various contacts and follow-up plans.
21. Mr. Eric Bruell queried whether INFOTAB's attitude towards monopolies should be reviewed.
22. After discussion, it was agreed that this be discussed at the next meeting. The Advisory Group and the Secretariat are to prepare a proposal based on a case by case analysis.
23. Ms. Covington asked the Board for their formal confirmation of Burrus, Liggett Group, Rinsoz & Ormond and Tiedemanns as Associate Members of INFOTAB and the following as Allied Members:
  - Tobacco Institute of Australia
  - Fédération Belgo-Luxembourgeoise des Industries du Tabac
  - Asociação Brasileira da Industria do Fumo
  - Canadian Tobacco Manufacturers' Council
  - Tobakindustrien (Denmark)
  - Verband der Cigarettenindustrie (Germany)
  - Irish Tobacco Manufacturers' Advisory Committee
  - Council of Malaysian Tobacco Manufacturers
  - Stichting Sigarettenindustrie (Netherlands)
  - Vereniging Nederlandse Kerftabakindustrie
  - The Tobacco Institute of New Zealand
  - Asociacion de Fabricantes de Cigarillos (Panama)
  - Tobacco Manufacturers & Importers Association of Singapore

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- Association Suisse des Fabricants de Cigarettes ,
- Tobacco Advisory Council (U.K.)
- The Tobacco Institute (U.S.A..)
- Asociacion de Fabricantes e Importadores de Tabacos y Cigarillos (Uruguay)

The Board confirmed membership of the above organisations. At the request of the Secretary General, the Board also confirmed as members those organisations that apply for membership in future that have already been invited to join INFOTAB.

24. Following the Annual General Meeting (AGM) Ms. Covington will convey the Board's confirmation of membership to newly joined members. Associate members will be asked to elect a representative to the next Board meeting.
25. Further expansion of membership was discussed, in particular with regard to leaf dealers. It was decided that their membership be actively solicited and that contacts be pursued in conjunction with the project team concerned with "Motivating and Mobilising Leaf Growers and Related Interest Groups".
26. The possibility of organising the next AGM following the Workshop, in order to have allied and associate member participation, was discussed. The Advisory Group was asked to prepare a proposal for the next Board meeting, taking into account that member company involvement at the highest level is desirable.

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ITEM 4 SECRETARIAT FUNCTIONAL ACTIVITIES

4.1 General Secretariat

27. The Secretary General summarised her report, pointing out that, due to time constraints, two planned tasks had remained incomplete; namely, the restructuring of the Lausanne Declaration and the INFOTAB merchandising package.
28. The initial Lausanne Declaration was however, sent to potential Associate members and no negative comments were received. As to the merchandising package, Ms. Covington plans to complete the project before she leaves INFOTAB.

4.1.1 International Organisations

29. Ms. Covington highlighted a proposal to establish key contacts in national missions to U.N. agencies in Geneva. Two companies expressed their interest. This proposal was to be further discussed in the Advisory Group.
30. She then mentioned that eleven countries had given their support to a plan put forward by Project Team on "Motivating and Mobilising Leaf Growers and Related Interest Groups" for action in preparation for next year's major events on the international scene.
31. As to the EEC, Ms. Covington suggested that the new Secretary General be invited to the semi-annual meetings of the EEC NMAs. It was agreed that such an invitation should be extended when matters with which INFOTAB is concerned are to be discussed.

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4.1.2 International Non-Governmental Organisations (NGO)

32. There was no further comment to the written report.

4.1.3 Fifth World Conference on Smoking and Health

33. Ms. Covington reported on the establishment of a project team under the leadership of the Assistant Secretary General. At the request of the Chairman, this was agreed. She noted the great value of Mr. Hans Verkerk's positive contribution to INFOTAB as Assistant Secretary General and with regard to his responsibility for regional co-ordination in Asia.

4.1.4 Visits to NMAs

34. There was no further comment to the written report.

4.1.5 NMA Workshop

35. Ms. Covington reported on the positive feedback from participants; they reportedly considered it to be the best workshop to date.

36. The Chairman added his positive impressions and the fact that outside speakers' contributions seemed highly valued by participants.

37. The Secretary General paid tribute to the Information Services for the Workshop organisation.

4.2 Information Services

38. Ms. Antonietta Corti presented the Board with an audio visual up-date on Information Services' progress and plans as a complement to the written report.

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39. She highlighted two recent products: an expanded Smoking Issues Status Book and a binder with 75 industry action case histories, both of which were distributed at the Workshop.
40. She cited examples indicating that companies and NMAs were starting to use the Info-series. She gave a short analysis of requests for information and argumentation to illustrate that the IS's role as a central source for background and analysis is gaining recognition.
41. Further plans involve, among others, the expansion of the Info-series and increased support to INFOTAB projects.
42. At the request of one member, she confirmed that any sensitive outgoing information was cleared with Shook, Hardy & Bacon.
43. Ms. Corti expressed appreciation for the strong company support in the past and the need for ongoing co-operation, in particular, in expanding the Smoking Issues Status Book to countries not covered by an NMA or Lead Company.

#### 4.3 Regional Co-ordination

44. The Chairman welcomed Mr. Hans Verkerk and Mr. Jack Picton who are in charge of regional co-ordination for Asia and Middle East/Africa, respectively.
45. Ms. Covington introduced discussion of the function of regional co-ordination. She pointed out that the need for the function is clearly perceived, that the first stage often involves raising awareness, and that concrete results can only be expected after a certain time.

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46. She reported on a search for a regional co-ordinator for Latin America. One of the four candidates seemed particularly suitable to both the new Secretary General and herself. She suggested that companies with activities in that region might wish to interview the candidate.
47. She then gave a short report on the INFOTAB Caribbean Workshop, organised by companies and chaired by INFOTAB, to prepare strategies in relation to a subsequent CARICOM meeting.

4.3.1. Asia

48. Mr. Verkerk was invited to report on his regional co-ordination activities.
49. He reported on the countries he had visited since joining INFOTAB, on 1st August, 1982: Hong Kong, Malaysia, Philippines, Singapore. He then gave a short overview on Indonesia, Pakistan, India and Bangladesh.
50. His observations so far are that:
  1. The idea of a regional co-ordination for Asia has generally been met with enthusiasm.
  2. Some industry representatives are not fully aware of INFOTAB materials and priorities, due to the fact that they handle such matters in addition to their main assignments that are usually given priority.
51. Mr. Verkerk saw his task as one of raising awareness of INFOTAB issues, materials and strategies, as well as providing support when local industry decides to take action.

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52. He then reported briefly on the "Winnipeg" Project Team, specifying that the team would co-operate closely with the project teams for "Motivating and Mobilising Leaf Growers and Related Interest Groups" and the "Economic Impact model for LDCs", in order to build up argumentation and to adequately brief NMAs.

4.3.2. Middle East/Africa

53. Mr. Jack Picton complemented his written report by presenting:

1. Regional background.
2. An outline of activities and developments over the past six to nine months.
3. An overview of plans for the coming twelve months.

He provided political background information and mentioned that only 11 of the 67 African countries covered have some sort of industry representative.

The area can be divided into three groups:

1. Countries where member companies have interests.
2. Those where there are no manufacturing facilities but which have economic or political importance.
3. Less relevant countries.

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Apart from Senegal in which there is a restrictive advertising law, smoking issues are not prominent in the area. Over the past year, the major event was the first WHO regional meeting in Swaziland. No significant repercussions have been felt as yet; however, he anticipated possible developments in view of Winnipeg and its emphasis on LDCs.

54. In contrast, Mr. Picton pointed out that a large number of restrictive measures have been implemented in the Middle East, and others are to come.
55. He then highlighted his written report on what had been accomplished over the past nine months.
56. As to future plans, Mr. Picton saw his role as one of increasing understanding of smoking issues and supporting local industry action in the regions for which he was responsible.
57. He suggested using outside services for an initial six-month period in order to visit selected African countries, not covered by NMAs or Lead Companies, to determine the legal situation and lobbying possibilities in view of future local and international developments.
58. A discussion ensued on the role of regional co-ordination.
59. Mr. Lester Pullen suggested that INFOTAB give high priority to the taxation issue over the short term.

This was agreed after discussion.

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60. At the request of Mr. Bill Murray, Mr. Picton gave an analysis of what, in his view, had gone wrong in the Gulf States.
61. Mr. Bob Ely added that, following the Stockholm Conference, little attention had been given to the warning that major attacks would be focussed on LDCs. He suggested this be borne in mind for the future.
62. At the request of the Chairman, Mr. Picton elaborated on his request for an outside specialist to visit selected African countries.
63. A discussion followed and it was agreed that the question be taken up during the budget discussion.
64. The Chairman thanked Mr. Hans Verkerk and Mr. Jack Picton for their contributions.
65. A discussion followed on regional co-ordination and the best way to carry out the function. It was specified that the discussion should concern the function and not the persons involved.
66. Ms. Covington summarised past decisions on regional co-ordination. She reiterated her own belief in the need for and usefulness of the function.
67. The Chairman summarised the discussion, distinguishing three aspects:
  1. the principle,
  2. the functional aspect,
  3. the budget.

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It was decided to continue the discussion the following day, and it was requested that the Advisory Group members present meet in the meantime to prepare a recommendation.

68. Mr. Hugh Cullman added two more elements for the Advisory Group to consider:

1. INFOTAB's need for an additional senior staff member.
2. A better way for companies to handle Middle East affairs.

END OF FIRST DAY

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69. Following an agreement made the previous day, the Chairman suggested starting the second day with point 5 of the agenda.

ITEM 5 - REPORT FROM THE ADVISORY GROUP

70. He proposed that a report be made first on the Advisory Group's meeting on regional co-ordination the previous afternoon and that this be followed by a discussion on two particular items of interest: social acceptability and the 10-Nation Study.

71. Ms. Covington reported on the results of Advisory Group's discussion on regional co-ordination and pointed out that her own view had not changed. She read a summary of points from the Objectives, Strategy and Structure document approved at the Board meeting in 1980 on the basis of which the Advisory Group had reviewed and reaffirmed principles supporting the regional co-ordination function. The Advisory Group suggested assessing achievements in April on the basis of these principles. At this time, it was suggested that a decision on extending the function to Latin America be postponed until April.

72. It was agreed that the Advisory Group prepare an assessment and recommendations on the function for the April Board meeting.

73. The Secretary General noted that Board members had stressed the importance of effective industry action in the Middle East. She asked that, given the obstacles encountered, the companies offer suggestions on how the INFOTAB Regional Co-ordinator could best contribute to such efforts.

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74. Ms. Mary Covington highlighted items in the Advisory Group's written report.

5.1 Assessment of new structure

75. She pointed out that no major change was recommended. She then outlined major problems mentioned in the report: i.e., difficulty of project oversight, demotivation of project team members in some instances, as well as an information gap due to disbanding of the DCG Group.

76. After discussion, it was agreed that the responsibility for overview of projects was held by the Advisory Group and the Secretary General.

77. The recruitment of an additional senior INFOTAB staff member, as suggested by the Advisory Group, was not approved.

78. Mr. Bryan Simpson was requested to report to the Board, after observation, on his view as to the need for a Deputy Secretary General to handle tasks other than project overview.

79. A discussion followed on the best possible coverage of LDCs, in terms of problems and opportunities.

80. It was agreed that the new Secretary General and the Advisory Group be requested to work out a recommendation for the April Board Meeting on how best to tackle this.

5.2 Issues and INFOTAB Projects

81. The Secretary General highlighted the projects.

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82. It was agreed that the "taxation" Project Team would report to the Board in April.
83. The Chairman summarised a lengthy discussion on the "social cost" group of projects, including earlier work to be utilised, ongoing work to be continued. The Advisory Group was requested to report in April on the whole range of projects in the field in terms of objectives, results, practical use, possible future results, schedule, and budget.
84. No comments were voiced on projects 12 - 16.
85. Ms. Covington introduced the film on Public Smoking, arranged for by PM. She reported that all member companies had given their approval for INFOTAB to underwrite the cost of the film so that INFOTAB could make it available to NMAs, members companies and other appropriate industry groups. The Advisory Group had agreed that the film was an excellent communications tool.
86. Mr. Andrew Whist explained the background of the film, and Mr. Bryan Simpson illustrated possible use by informing the Board about a campaign carried out in Australia in 1978 where 17,000 people saw a prior film on public smoking.
87. The film was then shown.
88. Mr. Whist said that the film could be adapted, synchronised, etc. The cost was \$160,000 in its present form, other work would be billed additionally. Cost of one copy was \$250 and translation into another language would cost approximately \$20,000.
89. A discussion followed.

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90. Mr. Stewart-Lockhart thanked PM for their effort.
91. Mr. Cullman suggested Mr. Whist proceed with translation into major languages and that any editing change be approved by Mr. Whist in consultation with Shook, Hardy & Bacon. This was agreed.
92. Mr. Tucker mentioned that the TI plan to adapt the film for the U.S.
93. It was agreed that INFOTAB offer the film to NMAs and Lead Companies and that requests be sent to the Secretariat. Technical co-ordination as well as distribution is left in the hands of Mr. Whist. He asked for suggestions as to translation.
94. Projects 9 - 11 (inclusive) were agreed as presented in the report.
95. Ms. Covington highlighted the considerable efforts and work contributed by the "10-Nation Study" Project Team.
96. It was emphasised that high priority should be given by INFOTAB to the social acceptability and taxation issues.
97. Mr. Brink acknowledged the Board members' readiness to allow the Advisory Group members to donate their time to INFOTAB matters and thanked the companies.
98. He also thanked Mr. Whist for his personal involvement in the production of the film.

ITEM 6: TOTAL INFOTAB BUDGET AND MEMBERS' CONTRIBUTIONS 1982  
2ND REVISED AND 1983 ORIGINAL

99. Ms. Covington distributed a revised page 6.2 and pointed out the correction of point 4 'Allowances' to read in parenthesis \$57,500 rather than \$83,000.

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6.1 1982-2nd Revised Budget

100. Ms. Covington invited questions on the written text under point 6.1. There were none.

101. As to the actual budget, the following was agreed:

- Latin American regional co-ordinator and related expenses to be removed from the budget.
- The consultant for Africa is to be retained for an initial period of six months and his work to date reviewed at April Board meeting.

The rest of item 6.2 was agreed as presented in the Binder.

102. At the request of one Board member, Ms. Covington gave an estimated average cost of \$ 450 for handling a request for information or argumentation.

5.4 Project Budgets: 1982 2nd Revised and 1983 Original  
(resumed)

103. The Secretary General referred the Board to Item 5 Annex I, following a question by Mr. Pullen on whether the taxation budget was sufficiently high. It was stated that an increase might be requested as soon as work by a consultant was needed. It was reconfirmed that the Advisory Group should make decisions on project budgets; when amounts are significant, they are to be referred to the Board.

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104. The Board members approved the project budget as well as the total budget for 1983, with the agreed modifications. The Secretary General will circulate revised sheets.

6.2 Contributions Schedule for Founding Member Companies

105. Mr. Theo Van Gorkom handed out a proposal for a new formula for allocation of Founding Members' contributions.

106. After discussion, it was agreed that each company take the proposal back with them, that the Advisory Group members be briefed, and that they concur with the Secretary General by the end of November on a generally acceptable formula for 1983 allocations.

107. The Chairman thanked all member companies for their good will and co-operation and recapitulated the major points to be handled by the Secretary General and/or the Advisory Group, for reconsideration by the Board:

1. April report on excessive taxation project.
2. April report on proposals for coherent work on social acceptability.
3. Maximum effort on Winnipeg Conference - to include monitoring, briefing and lobbying.
4. April report on question of appointment of a Deputy Secretary General.
5. April report on future relationship of INFOTAB with national monopolies - a major point being that all monopolies are not the same.

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6. April recommendation on which classes of potential allies should be considered for Allied Membership.
7. April recommendation on whether INFOTAB AGM can be combined with the Workshop - remembering this will work only if member companies are represented at highest level.
8. April report on regional co-ordination - to include special attention to the Middle East and consultant on Africa.

108. He then asked for comments from the members.

109. Mr. Andrew Reid expressed the wish that the Board concentrate more on strategic matters.

110. He re-emphasised the importance of work on social acceptability and taxation and stressed the need to build industry credibility.

111. In this context, he appealed to all companies to restrain from highly visible public disputes.

112. Mr. Pullen suggested that the new Secretary General:

1. reassess INFOTAB's mission,
2. apply a clear sense of priorities regarding issues and geographic coverage.

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113. Mr. Stewart-Lockhart agreed with Mr. Reid's point and insisted on the need for members to take an active stance in selected public debate on smoking issues.
114. PM and BAT representatives each mentioned that they were preparing a film on LDCs. They asked their respective Advisory Group members to exchange relevant information on this area of activity.
115. A discussion ensued on Winnipeg and all preparatory steps to be planned and implemented.
116. As a specific item, the allegations about different levels of deliveries in industrialised and lesser developed countries were discussed. BAT read their statement on the subject. Rothmans stated that they used similar wording. Following a question on whether an industry statement would be used internationally, the Secretary General recalled that Advisory Group members had agreed to send individual company statements on the subject to the Secretariat. This was reaffirmed.

Concluding remarks by Secretary General

117. The Chairman asked Ms. Covington to give her concluding remarks. (These will be sent to Board members under separate cover).
118. The Chairman extended formal welcome to Mr. Bryan Simpson as Secretary General Designate as from 1st December, 1982, and as Secretary General from 1st February, 1983. He expressed his conviction that Bryan Simpson would fulfill this function to the full satisfaction of the Board.

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119. Mr. Simpson thanked the Board for the opportunity to participate in this meeting. He thanked Ms. Covington and the Chairman for their remarks and expressed his commitment to contribute as fully as possible to the pursuit of common objectives.

Next meetings

120. It was agreed that the next meeting would take place in Brussels on 12th April with a dinner on 11th April.

121. Mr. Tucker suggested London or Paris, for easier access. It was agreed that the final venue be sorted out by 1st December.

122. At the suggestion of Mr. Reid, it was agreed that the 1983 Autumn meeting would take place on 31st October/1st November in Great Britain.

Any other business

123. There being no other business, the Chairman thanked all participants and closed the meeting.

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